



**ASTP**  
A World of  
Knowledge  
Transfer

FALL MEETING

# SPONSORSHIP OPPORTUNITIES

6 - 8 NOVEMBER 2019 | LEIDEN, THE NETHERLANDS

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# ABOUT ASTP



ASTP is the leading European community for professionals involved in knowledge transfer between universities and industry. Headquartered in Leiden, the Netherlands, ASTP is a non profit members association with more than 900 members in 45 countries.

## OUR MISSION

By promoting and professionalising knowledge transfer practice, the association aims to enhance the impact of public research on society and the economy.

## SOCIAL PRESENCE



@astp4KT



@astp



@astp4KT



ASTP



astp4KT

## ONLINE REACH



[www.astp4kt.eu](http://www.astp4kt.eu)



<https://fallmeeting.astp4kt.eu/>

**6k+** Monthly Views

**72k+** Yearly Clicks

**57k+** Unique Clicks

# ASTP FALL MEETING

The annual Fall meeting attracts over 100 of Europe's leading K/TTO professionals for two days of peer to peer learning and knowledge exchange. The relaxed atmosphere encourages intense learning and close networking opportunities.

## WHO WILL YOU MEET?



**100+ ATTENDEES**

50% Top and Sr Management



**60+ INSTITUTIONS**

70% TTOs/PROs



**20+ COUNTRIES**

90% Europe

## PROGRAMME HIGHLIGHTS

-  Inspiring keynote speakers
-  Leading K/TTO experts in the field as facilitators
-  Interactive workshops of trending topics and skills in knowledge transfer
-  A broad social programme, including a guided city tour, welcome reception, and conference dinner
-  One-to-one meetings via the event network app



# BECOME OUR SPONSOR

By sponsoring ASTP's Fall Meeting, your organisation will get direct access to the leading lights and rising stars of Europe's KT community. With two major international events each year; the Fall Meeting and the Annual Conference, we can offer you combined packages where your profile guaranteed to make an impact across both events.

## MEDIA ACKNOWLEDGEMENT

All sponsorship packages include:

- Logo on all event's collateral
- Logo and hyperlink on the conference website
- Recognition on banners and screens throughout the event
- Acknowledgement by the President during the welcome reception, opening and closing plenary
- Sponsors directory profile feature in the programme booklet and conference app

## WHY SPONSOR?

- Strengthen or introduce your brand and associate your organisation with ASTP, Europe's leading association of knowledge transfer professionals
- Boost your presence and visibility
- Engage in dynamic networking opportunities with senior key players and decision makers
- Enjoy flexible and customised sponsorship packages starting from €250 and deliver a maximum return on your investment

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After initial introductions began at the ASTP conference last year, we're delighted that an institute in Scandinavia has just signed an agreement to use Ximbio to commercialise its research tools. From this year's meeting there are promising signs of interest from a range of institutes including examples based in Austria, Germany, Switzerland and Spain.

**Ximbio**, UK (Exhibitor since 2016)

We meet all of our existing clients in one go, and we meet 100 plus potential new clients. So sponsoring an ASTP event is a great opportunity.

**Jon Wulff Petersen, tto (part of Ploughmann Vingtoft)**, Denmark (Sponsor 2017)



# PACKAGE EXHIBITION BOOTH

€2,000

Only 6 available!

The key to our Fall Meeting is the sense of community and this is reinforced by ensuring the exhibition area is located in the break area, where all the traffic flows during the coffee breaks, lunches and throughout the event.

## THE PACKAGE INCLUDES:

- One registration
- Standard booth area: 2.5m x 2.5m, including 1 table, 2 chairs, power extension and free Wi-Fi
- Full Page Advert on the A5 programme booklet
- Participants List (excluding participants' e-mails)
- Media Package

Every package includes a **sponsor registration fee** of **€600** (for extra registrations)



# SOCIAL PROGRAMME PACKAGES

Every package includes a sponsor registration fee of

**€600** (unlimited)

	 <b>Conference Dinner</b> <b>€3,000</b>	 <b>Welcome Reception</b> <b>€2,000</b>	 <b>Directors' Dinner</b> <b>€2,000</b>	 <b>Lunch &amp; Coffee Breaks</b> <b>€1,500</b> per day
1 Registration	●	●	●	
Roll Up Banner	●	●		
A4 Programme Ad	●			
List of Participants <small>(excluding participants' e-mails)</small>	●	●	●	●
Media Package <small>(see page 9 for details)</small>	●	●	●	●
Seat at the President's Table	●			
Address the dinner guests	●			
Verbal Acknowledgement	●	●	●	
Branding <small>(logo on all event's collateral, including programme booklet and network app)</small>	●	●	●	●
Online Presence <small>(logo and hyperlink in event website's sponsor area)</small>	●	●	●	●
On-Site Branding <small>(branded napkins and banners)</small>				●

## Conference Dinner

The Conference Dinner is the social hub of the meeting hosted at the end of the first day, it is the biggest single event for all attendees to get together, network and chill.

## Welcome Reception

On arrival at this first social event of the meeting, your brand will be the welcoming insignia, seen by all participants, and associated with a warm and friendly ASTP welcome.

## Directors' Dinner

The Directors' Dinner is an exclusive dinner available to KT/TTO Directors and senior industrialists engaged in academic partnering.

## Lunch & Coffee Breaks

"Food is the ingredient that binds us together", sponsor lunch and coffee breaks and be part of building this community.

# SESSIONS PACKAGES

Every package includes a sponsor registration fee of

**€600** (unlimited)



## Plenary Session

**€1,000**



## Parallel Track Session

**€500**

List of Participants  
(excluding participants' e-mails)

Media Package

Verbal Acknowledgement

Branding  
(logo placed next to the session on the conference programme, both online and offline)

Online Presence  
(logo and hyperlink in event website's sponsor area)



### Plenary Session

Sponsor a plenary session and get featured in the programme alongside a keynote speaker.

### Parallel Track Session

Sponsor a parallel session and get featured in the programme.



# OTHER PACKAGES

Every package includes a sponsor registration fee of **€600** (unlimited)

	 <b>Media Package</b> <b>€1,000</b>	 <b>Flyer/ Give-Away</b> <b>€250</b>	 <b>Lanyards</b> <b>€1,750</b>	 <b>Full Page Advert</b> <b>€500</b>	 <b>Event Network App</b> <b>€2,000</b>
1 Registration			●		●
Roll Up Banner	●	●	●		●
Sponsors' Directory Profile <small>(to include in the programme's booklet, up to 100 words)</small>	●	●	●	●	●
Verbal Acknowledgement	●	●	●	●	●
Online Presence <small>(logo and hyperlink in event website's sponsor area)</small>	●	●	●	●	●
Branding <small>(logo on all event's collateral, including programme booklet and network app)</small>	●	●	●	●	●
Flyer or Give-Away <small>(one piece to be included in the event's bag)</small>		●			
Logo on Lanyards <small>(one side, full colour print)</small>			●		
Participants List <small>(excluding participants' e-mails)</small>			●		●
Full Page Ad <small>(A5 ad in the programme booklet)</small>				●	

**Media Package**

This package is included in all sponsor packages, except for the full-page advert package.

**Flyer/ Give-Away**

A choice between a flyer or a give-away to be included in the event bags.

**Lanyards**

Have your logo printed on the lanyards that are attached to the event's badges, worn by the Fall Meeting attendees.

**Full Page Advert**

One-page advert featured on the programme booklet distributed to the Fall Meeting attendees.

**Event Network App**

The Fall Meeting app is designed to run on tablets and smartphones. All attendees will be able to manage their personal agenda, send each other messages and request meetings with the app.

# CUSTOMISED PACKAGES

Would you like a customised package instead?  
Let's discuss and create one together!



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